

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1.-2. (Cancelled).
3. (Currently amended) A method comprising:
 - providing information regarding an online auction type to a computer system; and
 - predicting, by a software program executing on the computer system, an auction outcome for each of a plurality of potential feedback rules for the online auction type;
 - allowing an auction end-user to select a feedback rule to implement from the plurality of potential feedback rules based on the predicted auction outcomes; and
 - implementing a single auction using the feedback rule selected by the end-user.
4. (Previously presented) The method as defined in claim 3 wherein predicting further comprises modeling an outcome for each of the plurality of potential feedback rules.
5. (Original) The method as defined in claim 4 wherein modeling the outcome for each of the plurality of potential feedback rules further comprises calculating a statistical distribution of possible outcomes for each of the plurality of potential feedback rules.
- 6.-7. (Cancelled).

8. (Currently amended) A computer system comprising:
a processor; and
a non-volatile memory coupled to the processor and storing an auction program;
wherein the processor executes the auction program stored on the non-volatile memory and wherein the auction program, prior to implementing an auction of a particular auction type, predicts an auction outcome for each of a plurality of feedback rules for the particular auction type; and
wherein the processor, executing the auction program, selects one of the plurality of feedback rules to implement based on the predicted auction outcomes.
9. (Previously presented) The computer system as defined in claim 8 wherein the processor, executing the auction program, models a plurality of outcomes for an auction, one each for each of the plurality of feedback rules.
10. (Original) The computer system as defined in claim 9 wherein the processor predicts a final outcome for each of the plurality of feedback rules.
11. (Original) The computer system as defined in claim 9 wherein the processor calculates a statistical distribution of outcomes for each of the plurality of feedback rules.
12. (Cancelled).
13. (Currently amended) A computer readable media storing instructions executable by a computer system, and when executed the instructions implement a method comprising:
accepting parameters of an online auction from an auction end-user;

| modeling, for a particular auction type and for each of a plurality of feedback rules, an auction outcome using, at least in part, the parameters supplied by the auction end-user; and then holding an online auction based on the parameters of the online auction and using one of the plurality of feedback rules selected based on the modeling and selected by the instructions executed by the computer program based on the modeling.

14. (Cancelled).

15. (Previously presented) The computer readable media as defined in claim 13 wherein modeling, for each of the plurality of feedback rules, the auction outcome further comprises calculating a statistical distribution of possible outcomes for each of the plurality of feedback rules.

16. (Previously presented) The computer readable media as defined in claim 15 further comprising, before the holding step:
providing the statistical distributions of possible outcomes for each of the plurality of feedback rules to the auction end-user.

17. (Previously presented) The computer readable media as defined in claim 16 wherein the providing step further comprises:
ranking each of the plurality of feedback rules based on statistical distributions of possible outcomes.

18.-19. (Cancelled).

20. (Currently amended) A computer system comprising:
a means for reading and executing programs; and
a means for storing an auction program coupled to the means for reading and executing;

wherein prior to holding an online auction the means for reading and executing programs executes the auction program stored on the means for storing, predicts an auction outcome for each of a plurality of potential feedback rules for an auction of a particular type, and selects one of the plurality of feedback rules to implement based on the predicted auction outcomes.

21. (Previously presented) The method as defined in claim 3 wherein the predicting further comprises:

ranking, by the software program, each of the plurality of potential feedback rules based on the predicted outcomes; and
providing the ranking to the auction end-user.